INDEX 1963

INDEX covers the twelve issues of *AM* that appeared in 1963, starting with January. Articles are cross-indexed by subject matter categories, several times when appropriate. Numbers indicate month number and page. Thus, in first item 2-2 means second month (Feb.), page 2.

Advertising
Arts stretch art dollar — 2-2
Know media — 9-1
Postage meter advertising — 5-2
Quoting the critic — 3-4

Architects
Building plans — 2-4

Arts Councils
AM survey on arts councils — 9-1
Arts council announces grant — 1-2
Arts council city tour — 3-2
Arts council idea — 6-1
Arts council in Britain — 4-1
Arts council report on mailings — 7-2
Arts councils report construction — 11-3
Arts groups exchange data — 8-3
Arts stretch ad dollar — 2-2
Joint fund drive study — 10-1
Local government supporting councils — 12-1

Audience research
Hours to suit visitors — 9-4
Museum attendance — 12-2
New audience survey — 12-1

Awards
Award for service — 2-4

Board of Directors
Artists on board — 12-4
Board of cultural organizations — 9-2
Board work needs review — 11-2
How to organize board — 10-2

Brochures
Effective charts — 9-4
Variety of printed literature — 7-1

Building and construction
Arts councils report construction — 11-3
Building plans — 2-4
Colleges put arts under one roof — 5-1
New auditorium spurs interest — 12-1
New building for culture and athletics — 9-2

Business and the arts
Art learns from business — 12-1
Bank offers showcase — 2-1
Breakfast with business — 8-4
Broadcasters back festival — 8-2
Business as sponsor — 12-4
Business support — 11-4
Business supports arts in new ways — 10-1
Corning blends self-help, service — 1-3
Executive help for fund drives — 5-1
Hotel chain — 11-2
IBM offers free exhibition — 8-3
Industry materials in art exhibit — 3-3
Need staff members? — 4-4
Real estate office — 4-4
Resorts provide growing market — 6-3
Shopping center fare — 8-3
Standard Oil pragmatic patron — 2-2
Store windows — 8-2
Theatre and manufacturer join — 5-2

Censorship
The pressure of non-art — 4-2

Children
Children's programs — 6-4
School children study for concert — 7-3
Students learn, children play — 3-4

Colleges and schools
Advance program — 10-3
Arts managers course — 8-2
College sends art and drama on tour — 11-1
Colleges put arts under one roof — 5-1
Experimental secondary school — 6-2
More colleges plan professional theatre — 4-1
New auditorium spurs interest — 12-1
New building for culture and athletics — 9-2
Students learn, children play — 3-4
Students take over management — 2-1
Town wins audience for college — 9-3
University management books tours — 1-3
Yale film explains mounting exhibit — 3-1

Exhibitions
Art exhibit — 2-4
Artmobile tours state — 2-4
Fashion and film — 4-2
Hotel chain — 11-2
IBM offers free exhibition — 8-3
Industry materials in art exhibit — 3-3
West and South play larger role — 2-3
Yale film explains mounting exhibit — 3-1

Federal government
Mr. Heckscher's farewell — 6-2
New government agency — 12-3

Festivals
Audience eats dinner on lawn — 5-3
Cooperate with festivals — 5-3
Guest artists — 9-4

Films
Fashion and film — 4-2
Film showings — 7-3
Yale film explains mounting exhibit — 3-1

Foreign governments
Arts council in Britain — 4-1
Government subsidy overseas — 5-3

Foundations
Artmobile tours state — 2-4
Foundation file — 10-4
Foundation mounts performances — 3-3
Major new studies — 11-1

Free goods and services
Executive help for fund drive — 5-1
Free press directories — 6-4
Free production schedule — 10-4
Free publicity guide — 11-4
Good neighbor store — 3-3
Need staff members? — 4-4
Outdoor artists — 3-4

Fund raising
Advice on fund raising — 5-4
Book on fund raising — 8-3
Cautious use of surveys — 11-2
Checks from checkrooms — 8-4
Christmas card program — 5-3
Counsel may cost 10% — 3-1
Executive help for fund drive — 5-1
Five rules on using volunteers — 11-1
Fund raising counsel — 2-3
Fund raising through community service — 8-3
High standards — 9-3
How professionals maintain records — 7-3
Joint fund drive study — 10-1
List exchange — 8-4
More arts groups hire pros — 1-1
Orchestra employs novel methods — 4-3
Orchestra rummage sale — 5-2
Survey on federated fund raising — 10-3
Ten check points for fund drive head — 12-2
Variety of printed literature — 7-1
Volunteers man parking lots — 7-2

Hotels
Arts get free publicity — 12-3
Hotel chain — 11-2

Insurance
Insurance lowers risks — 8-1

Mailing
Arts councils report on mailings — 7-2
List exchange — 8-4
Novel mailing pieces — 2-2
Postage meter advertising — 5-2
Save the stamp — 11-4
Summer mailings — 5-4

Management training
Arts managers course — 8-2
Guest lecturers added — 9-1
Management expert advises — 7-3
Nation's first college course — 6-1
Orchestra course set — 12-2

Membership
Art exhibit — 2-4
Culture for Christmas — 9-4
Membership renewals — 7-4

Merchandising
Unusual gifts — 9-3

Municipal
Artist in residence — 11-3
Civic ballet draws huge crowd — 1-1
Generous city budget — 3-1
Local governments supporting councils — 12-1

Organization
Board of cultural organization — 9-2
Board work needs review — 11-2
Card files keep tabs — 10-2
How to organize board — 10-2
Long range planning — 7-3
Skilled leadership key to meetings — 12-2

Photos
Photo enclosed — 8-4

Public relations and promotion
Addresses on publications — 10-4
Advance program — 10-3
Arts groups get free publicity — 12-3
Arts must reach many publics — 7-1
Audience eats — 5-3
Charter bus — 2-4
Church groups — 6-4
Company magazines — 7-4
Culture for Christmas — 9-4
Deadline calendar — 2-4
Display your publicity — 12-4
Feature stories for newspapers — 8-1
Fill 'em up — 5-4
Free first act — 6-4
Free publicity guide — 11-4
How to cope with controversy — 4-1
Keeping the editor posted — 6-4
Light touch — 11-4
Messages aid tourists — 5-2
Milestone — 12-4
Museum offers tour information — 7-2
New publicist — 12-4
New publicity director — 4-4
Off the record — 11-4
Outdoor artists — 3-4
Press calendar — 6-2
Promotion in airports — 9-4
Publicity in match books — 4-4
Publicity on speeches — 10-4
Real estate office — 4-4
Small publications — 4-4
Speakers essential — 11-3
Special stories — 7-4
Store windows — 8-2
Symphony sells seats — 10-2
Telephone directory — 5-4
Thanking the writer — 3-4
Theatre and manufacturer join — 5-2
Win an orchestra contest — 1-2

Radio and television
Broadcasters back festival — 8-2
Broadcasters sponsor clinic — 1-2
Corning blends self-help, service — 1-3
Educational TV stations assist arts — 8-1
Guest interviews on radio — 10-1
The right name — 3-4
Win an orchestra contest — 1-2

Recreation
Art-recreation links explored — 1-2
Generous city budget — 3-1
Look to county recreation department — 6-3

Retail stores
Give music now, pay later — 2-1
Good neighbor store — 3-3
Store windows — 8-2

States
Arts council announces grants — 1-2
State listings — 6-4
States show interest — 6-1

Statistics and studies
Art-recreation links explored — 1-2
Cautious use of surveys — 11-2
Joint fund drive study — 10-1
Major new studies — 11-1
Need for coordination grows — 6-1
New audience survey — 12-1

Taxes
Tax-exempt groups — 1-1

Telephones
Answering service — 6-4
Credit calls — 2-4
Phone lines — 4-4

Tickets
Civic ballet draws huge crowd — 1-1
Early bird tickets — 8-4
Give music now, pay later — 2-1
Music nights in museum — 3-3
Senior citizens discount — 7-4
Theatre offers trading stamps — 3-2
Ticket enevelope — 3-4

Unions
Labor shows interest — 4-3
Philadelphia orchestra contract — 9-1

United arts funds
Joint fund drive study — 10-1
Labor shows interest — 4-3
Survey on federated fund raising — 10-3

Volunteers
Five rules on using volunteers — 11-1
Male volunteers — 9-4
Volunteers exchange — 10-4
Volunteers man parking lots — 7-2
Volunteers perform specialized work — 4-3